

Claim Listing

Claims 1-15 (cancelled)

16. (new) A method of tracking, correlating, and analyzing e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website and it's communication software, the method comprising the steps of:

- a) adding a service provider HTML tag that includes said internet visitor's e-mail address to an e-mail to create a tracker-enabled document;
- b) providing said tracker-enabled e-mail from said internet website or said service provider website to said visitor on world wide web; and
- c) when said e-mail is opened or the focus of a browser e-mail is set;
- d) using said service provider website communication software to:
 - I. capture the e-mail address of said internet visitor;
 - II. store said e-mail address in a cookie;
 - III. add a unique identifier to said cookie;
 - IV. send said cookie back to internet visitor browser; and
 - V. embed said cookie in rendering component of internet visitor's web browser.

17. (new) A method of tracking, correlating, and analyzing e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website and it's communication software, the method comprising the steps of:

- a) adding a JavaScript or HTML tag with a service provider provided data collection script to a web page to create a tracker-enabled web page;
- b) providing said tracker-enabled web page from said internet website to said internet visitor when a request is received from said visitor's browser;
- c) wherein when said web page is opened in browser of said internet visitor said data collection script initiates a session that gathers information about the usage of each tracker enabled web page and sends that information to said service provider website; and
- d) wherein said tracker-enabled document contains an on-line form for said visitor to capture the e-mail address of said visitor ; and when said visitor e-mail address is captured, using service provider provided data collection script to;
- e) send e-mail address to said service provider website;
- f) wherein said service provider website communication software:
 - I. stores obtained visitor information in a database on a service provider server;
 - II. stores said e-mail address in a cookie;
 - III. adds a unique identifier to said cookie;
 - IV. adds session information to said cookie;
 - V. sends said cookie back to internet visitor browser; and
 - VI. internet visitor's browser embeds said cookie in rendering component of visitor's web browser.

18. (new) The method of tracking, correlating, and analyzing e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website and it's communication software of claim 17 wherein said step of capturing the e-mail address

of said visitor comprises: providing an on-line form for said visitor to enter an e-mail address in a required field.

19. (new) The method of tracking, correlating, and analyzing e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website and it's communication software of claim 17 wherein said step of capturing the e-mail address of said visitor comprises: providing an on-line form for said visitor to enter a visitor name and a password in required fields and using service provider provided data collection script to identify a previously stored e-mail address for said visitor name and password.
20. (new) A software program product for use in a computer system that executes program steps to track, correlate, and analyze the e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website, comprising:
a program of computer readable instructions executable by said computer system to perform the method steps of claim 16.
21. (new) A software program product for use in a computer system that executes program steps to track, correlate, and analyze the e-mail and internet activities between an internet visitor and an internet website by use of a separate service provider website, comprising:
a program of computer readable instructions executable by said computer system to perform the method steps of claim 17.
22. (new) The software program product of claim 20 wherein said program of computer readable instructions executable by the computer system to perform the method steps further comprise;
providing a report on said visitor's activities when requested by a web site owner.

23. (new) The software program product of claim 21 wherein said program of computer readable instructions executable by the computer system to perform the method steps further comprise;
providing a report on said visitor's activities when requested by a web site owner.